

2061034907

Unlike Matches, Smokers Aren't All Alike.

We know you're different than every other smoker, and we think you deserve to get what you really want. So we're asking:

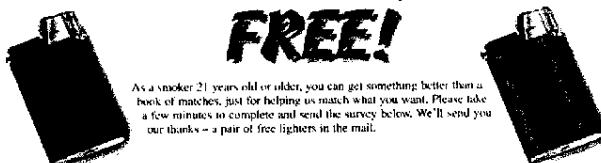


Your answers can help make sure you receive cigarette savings and special offers that are just right for you.

*Tell Us What You Like,
And We'll Send 2 Lighters*

FREE!

As a smoker 21 years old or older, you can get something better than a book of matches, just for helping us match what you want. Please take a few minutes to complete and send the survey below. We'll send you our thanks — a pair of free lighters in the mail.



4 EASY STEPS TO 2 FREE LIGHTERS

Help make the right match for your smoking preferences. Please be sure to:

1. Sign the survey, include your birth date and phone number.
2. Tell us if you're a smoker.
3. Complete all the questions on both pages of the survey.
4. Detach the survey, moisten the edges, fold together, and seal.

P0002892

Then drop it in the mail — postage is free.

Which Answer Matches Best?

727100035907408
KELLY A. HAY
4134 18TH AVN
OMAHA NE 68106-9720

Use the lines below to print name and address corrections only.

By signing below, I certify that I am a cigarette smoker 21 years of age or older. I am also willing to receive free cigarettes and branded incentive items in the mail, subject to applicable state and federal law.

Signature **X** Birth Date **12/01/1961**
Phone Number **402/505-1234** Today's Date **12/01/1988**

1. What is your regular brand of cigarettes — that is, the brand you smoke most often?

None Filter Non-Filter 120s

3. 10 cigarettes 12 cigarettes 15 cigarettes 20 cigarettes

4. Is your regular brand Filter Non-Filter

5. Do you prefer Light Medium Full Flavor

6. Do you smoke Cigarettes Both Ways

7. Do you smoke 1 pack 2 or more packs Over 5 packs

8. Who is the person you smoke with?

9. The person I smoke with is a regular brand None My friend My relative My co-worker My boss None of the above

10. What is your regular brand of cigarettes — that is, the brand you smoke most often?

None Filter Non-Filter 120s

11. Do you prefer Special offers Regular price

12. How often do you take advantage of in-store cigarette offers, such as a free gift with purchase, a discount or special price?

Look for special offers Regular price None

Take advantage of special offers for brands I don't normally buy

13. Are there other smokers in your household 21 years of age or older?

Please print full names, birth dates, and regular brands

First Name **None** Last Name **None** Birth Date **None**

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